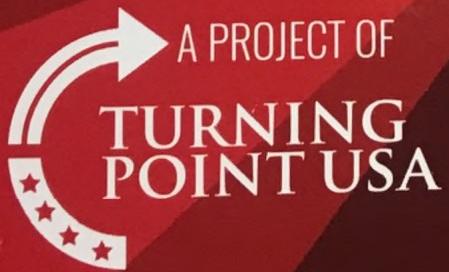




# THE FOUNDATIONAL STRUCTURE FOR WINNING BACK OUR UNIVERSITIES



A PROJECT OF

TURNING  
POINT USA

# PRINCIPLED

---

# PROVEN

---

# SCALABLE



**THE FOUNDATIONAL  
STRUCTURE FOR WINNING  
BACK OUR UNIVERSITIES**



## OUR VISION

Campus Victory Project was born from years of experience working with Student Government Associations (SGAs) across the nation. Most SGAs have been controlled by the left for decades, institutionalizing campus messaging and earmarking hundreds of millions of dollars of student fees to intentionally push a coordinated radical progressive agenda which has dramatically increased since the year 2000.

Turning Point USA has embarked on making the largest strategic impact for taking back and fighting the entrenched institution that has hijacked billions of public dollars to promote anti-capitalist, anti-American, anti-semitic and pro-globalist themes. Our first and primary goal is to commandeer the top office of Student Body President at each of the most recognizable and influential American universities. Largely, these are the known as the 'Power 5' conference schools, with substantial influence due to academic and athletic publicity. These conferences are well-known and include the Atlantic Coast Conference, (ACC,) the Big Ten Conference, the Big 12 Conference, the Pacific 12 Conference, (Pac 12,) and the Southeastern Conference. (SEC.) Including independent Notre Dame, Turning Point USA has targeted these top schools for victory in Phase 1 of our project. As we grow and move forward we have built a strategic plan is to ultimately win back

**every Division I NCAA school**  
in the United States, over 300  
of the most recognizable schools

encompassing the student populations of the majority of 4-year college graduates. Prior to this year we have less than 4% conservative representation at this position and no organization supporting or uniting leaders across the country.

With sights set high, Turning Point USA is on a mission to

**win the outright majority** of all of these schools in year one by building a strong pipeline to continue toward competing and winning beyond a 80% threshold in the first three years. In order

already has allows us to put heavy emphasis on encouraging reliable activists to participate in a full leadership development plan that would place them in the most influential **organizations** and **key leadership positions** on campus to prepare them to run for Student Body President. This also includes strategies to identify, recruit and fill positions other than President, including Vice President, the positions within the Student Legislature or Senate and other auxiliary organizations including residential, judicial, Greek oversight boards and recruitment

## **Turning Point USA has embarked on making the largest strategic impact for taking back and fighting the entrenched institution**

to do this, it requires significant lead time and multiple years of recruitment and positioning for individuals within Greek life, (Fraternities and Sororities,) Residential Life, (dormitory organizations,) and other facets of each Student Government structure.

As the keystone to this project, we have identified key organizations on campus that have the ability to influence and control the majority of votes on campus. In addition to the robust relationships and presence that Turning Point USA

positions within each Greek House. We have designed a **fully-scalable** plan to deliver victory to every Division I university in the nation. We believe that this goal is accomplishable with proper resourcing and following the outline for scaling based on the experience we have acquired at each campus across the United States. This will allow Turning Point USA to **train, educate and channel proper messaging** to make the biggest strategic organizational impact at our nation's largest institutions.

# MEET OUR TEAM



## Tyler Bowyer

National Victory Director

**Tyler Bowyer** is a former national student leader, having served and led many major campus organizations including former President of College Republicans and Students for Israel. During his time at the largest campus in the US, he was involved with influencing Student Government, pushing to defund other organizations on campus that pushed anti-capitalist and anti-semitic themes. This culminated with his appointment by the Governor to serve as a Student Regent for 2 years, allowing him to recruit, train, support and govern all of the Student Government Representatives for every school within his home state of Arizona. By the end of his tenure, he successfully had helped flip almost every

Student Body President office in the State and organized students to permanently defund the dues-collecting Arizona Student Association and Public Interest Research Group, removing their ability to take fees from millions of students on their tuition bill without their prior consent or knowledge to push Divestment Issues. In addition, Tyler has studied political science, serving on major and minor political boards since college. He has worked for the agency advertising arm at Google and a tech startup before joining the Turning Point USA team. For the past few years he was one of the first managers brought on board to help Turning Point USA develop and grow westward.

## FIELD & OFFICE STAFF

To the right are the Campus Victory Project employees across the nation currently on staff who have successfully recruited, trained and run candidates for office. Their resumes are very specific with heavy focus on balanced involvement in Student Government, Greek Life, Conservative Organizational and Pro-Israel Experience.

**ACC**

**BIG**



CAMPUS  
**VICTORY**  
PROJECT

# **WHY OUR PROJECT MATTERS**

---

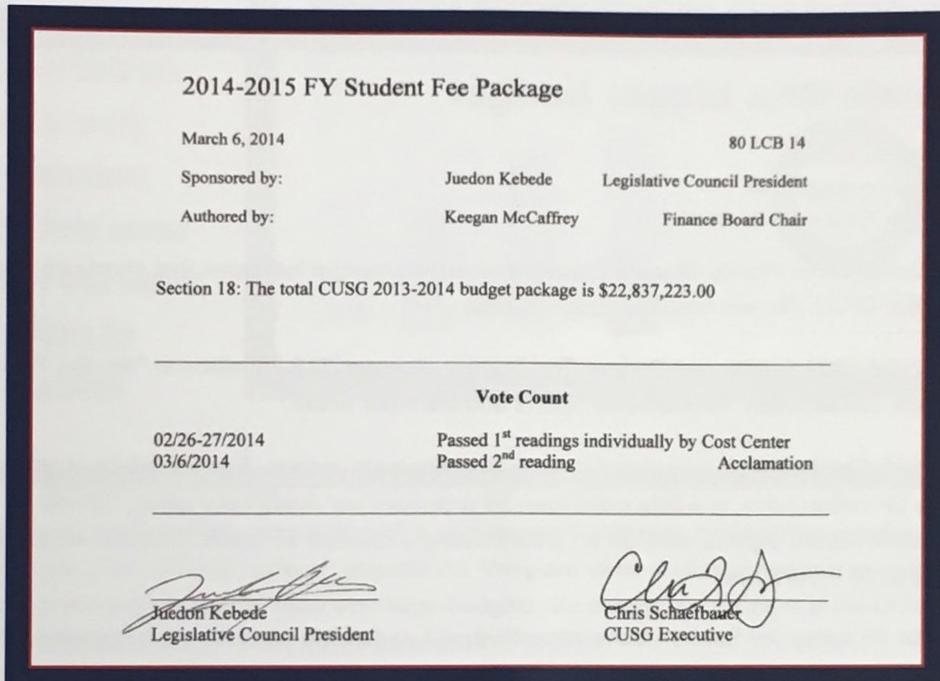


The following pages contain examples of **Student Government Budgets** at some of the universities we have targeted to take over. These budgets have **significantly increased over the past two decades** since the nation as a whole has significantly increased tuition and fee structures for universities.

Overall, Student Governments oversee the distribution of fees to many different cost centers including general Student Government, Student Activities, Student Recreation and Student Union Operation.



Below you will find an example, ***University of Colorado Boulder's*** 2015 Budget for almost 23 million dollars. The names on this document are all students, wholly responsible for signing off on distribution and allocation of fees.



At ***University of Central Florida***, a very similar construct of close to 20 million dollars from year to year.

## University of Central Florida Student Government

The **University of Central Florida Student Government (SGA)** is the student body government for the University of Central Florida, a metropolitan public research university located in Orlando, Florida, United States. It is the largest Student Government within the state of Florida and one of the largest in the United States.<sup>[2]</sup> In addition, it also often places in the top ten SGAs nationally for the services and outreach it provides for the students it serves. SGA also serves as the liaison between the student body and University Administration. Three branches, an executive, a legislative, and a judicial are governed by the student-adopted Constitution.

SGA creates, approves, and oversees a \$17.5 million budget generated by student fees and self-generated revenue – one of the largest student government budgets in the United States. With its budget, SGA funds and operates three campus facilities, the main Recreation and Wellness Center, the Recreation and Wellness Center at Knights Plaza, and the Student Union, while also providing nearly \$1 million in funding to 600 registered student organizations.<sup>[3][4]</sup>

## Senate OKs bigger budget

By MICHAEL DAVIS

Campus correspondent

12:00 am, September 24, 2007

The University of Florida Student Senate approved a budget last week that shows an increase of 4.7 percent from last year's budget.

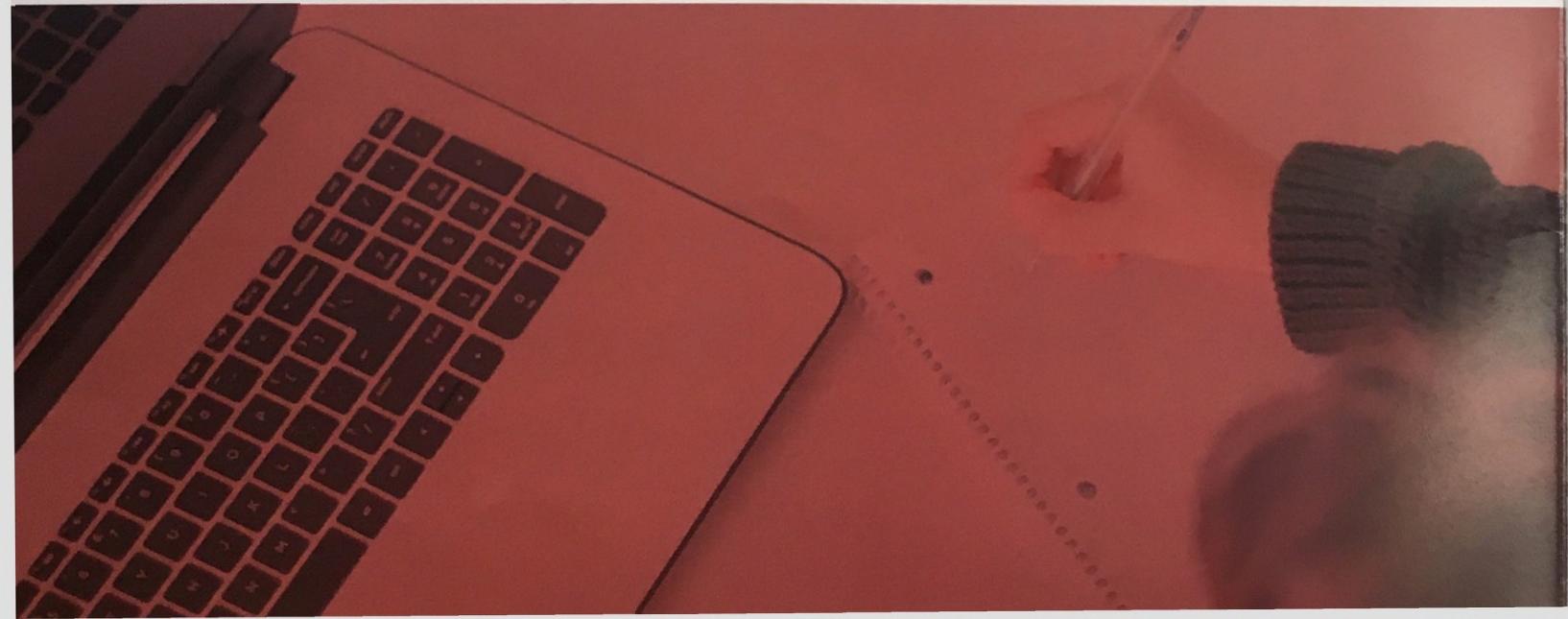
The 2008-2009 Activity and Service Fee Budget allocates \$13.29 million to "the Big Three" - Student Government, Recreational Sports and the Reitz Union.

The A&S Fee Budget is generated directly from students' money. The fee, which is reflected in the UF tuition price, is a little more than \$8 a student per credit hour taken, Senate President Robert Agrusa said. So a student taking a full-time 12 credit semester will be paying about \$100 in A&S fees.

The \$4.35 million for Student Government will end up funding all student organizations and agencies as well as the SG administration. The Senate will vote later in the fall semester, further dividing the SG part of the budget into distinct parts, Agrusa said.

Another \$4.35 million of the budget will cover all the expenses of Rec Sports, including all intramural sports, campus facilities and Rec Sports staff.

The rest of the budget will go to fund the Reitz Union. However, the \$4.59 million allocated will only provide about half of what it takes to fund the student union for the year. The other money comes from the revenue that the union generates through the food court and other attractions, Agrusa said.



Inside normal budgets, at University of California Los Angeles (UCLA) for example, has a working budget that ranges between \$30 to \$40 million every year. In slush funds alone, Student Leaders have access to almost 10% of that money, over 4 million dollars for discretionary allocation.

#### USAC'S 2015-2016 APPROVED BUDGET

The Undergraduate Students Association Council approved its 2015-2016 budget and allocated less money to student group funds due to the increases in the state's minimum wage.

##### OVERHEAD BUDGET

\$800K

\$600K

\$400K

##### ORIGINAL BUDGETABLE INCOME

2014-2015

\$4,587,667

2015-2016

\$4,589,811

■ Budgetable expense

■ Net budgetable funds

Student governments vary widely in their internal structure and degree of influence on institutional policy. At institutions with large graduate, medical school, and individual "college" populations, there are often student governments that serve those specific constituencies. Some student governments have very large budgets; the student government at the University of California at Los Angeles (UCLA) had an annual budget of \$39 million as of 2013.<sup>[4]</sup>

The same is true for *Ohio State University*, with this excerpt on their website which discusses the budget provided by just ONE FEE, for more than 4 million dollars of student controlled operating expenses.

**Q: How much money does the fee bring in?**

**A:** At the \$37.50 per semester level, the Fee generates roughly \$4.3 million.

**Q: What is the money generated from the fee used for?**

**A:** A fixed amount of \$670,000 from the Student Activity Fee (SAF) revenue is dedicated to funding student organization resou graphic design and video editing services, and limited staffing for positions that support SAF-funded programs. The balance revenue is allocated according to a formula determined by the Council on Student Affairs.

As of the Council on Student Affairs' most recent review in Spring 2015, the breakdown is:

- 51.79% campus-wide programming administered by Ohio Union Activities Board (OUAB)
- 13.31% Discount Ticket Program (D-Tix)
- 12.48% student organization funding
- 8.42% student government funding
- 6.96% Buck-I-SERV (alternative breaks program)
- 5.79% Signature Events funding
- 1.27% Pay It Forward (local service initiatives)

# THE WINNING STRATEGY

---



Over the past three years, we have built relationships and won in areas that have never been won before. Our core strategy has been to begin where victory matters most: the top schools in the top conferences across the United States.



Collectively, these select leaders that we have supported and financed will have direct oversight and influence over more than \$500 million in university tuition and student fee appropriations.

**54**  
**STUDENT BODY**  
**PRESIDENT WINS**



# SCALABLE VICTORY STRUCTURE

---



On the next page, you will see a flowchart of the general organizational structure for the Campus Victory Project.

We have developed a plan that will allow for substantial, scalable growth in coming years. We have identified the need for one administrator and an average of two field recruiters for every 10-15 races.

On average, we assign 5-7 primary races and 3-5 additional secondary races per field staffer. Last year, we administered a full Phase 1 program which we are now scaling to Phase 2. This is a part of a *3 Phase Plan* that will target every Division I school in the country and over 100 critical universities in ‘swing states’ before 2020.



## NATIONAL VICTORY DIRECTOR

Oversees and Reports “Leadership Development” Operation.

## DEPUTY NATIONAL VICTORY DIRECTOR - NATIONAL POLICY/

**LEADERSHIP DEVELOPMENT** Responsible for working on all campuses to ensure issue and policy education, training and events are carried out with officeholders and sharing of information and support occurs between major student leaders at all major campuses while in office in order to enact legislation, policies and public relations campaigns that align with our core values. (Pro-America, Pro-Israel, Anti-Divestment, Free Markets, Entrepreneurialism, Free Speech)

## DEPUTY NATIONAL VICTORY DIRECTOR - OPERATIONS

Working together with National Victory Director to work with National Greek Organizations to foster relationships and encourage support for our identified candidates in their Greek Organizations and other coalition building with like-minded campus groups.

## QUARTERMASTER (Q)

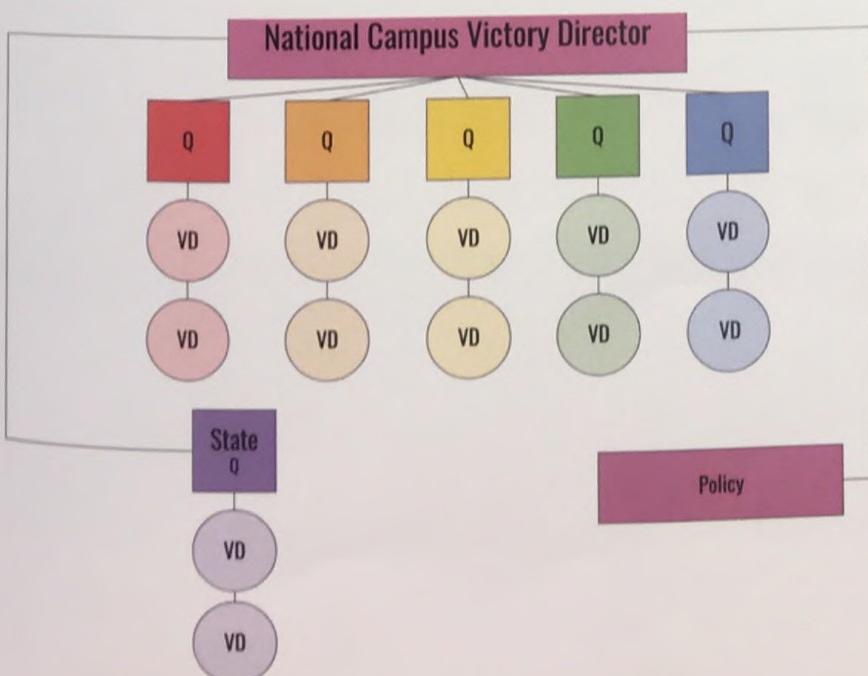
In-Office Support and Oversight for Assigned Victory Directors who are in the field.

Responsible for average of 4 - 8 Target Schools.

## VICTORY DIRECTOR (VD)

In-field “Leadership Development Officer” Recruiter and Campaign manager.

Responsible for average of 10 - 15 Target Schools.

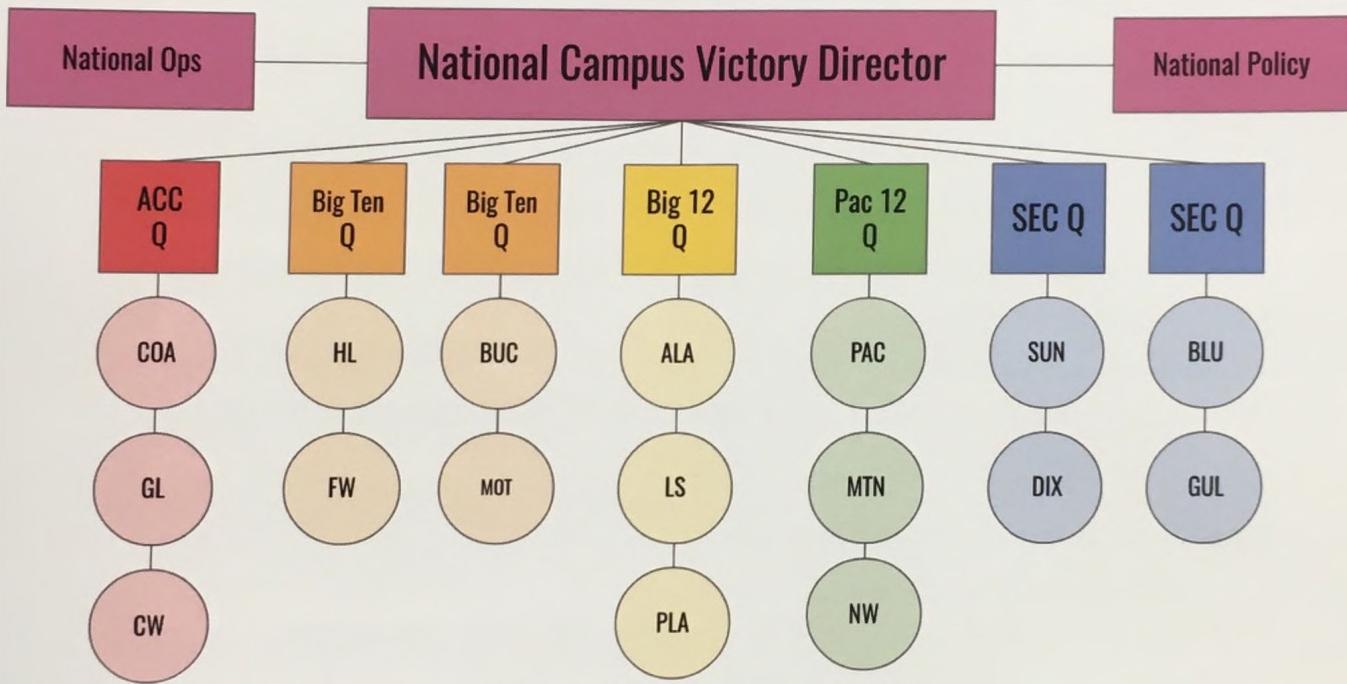


The flow chart to the left is scalable formula for success across the nation. One Quartermaster for every two Victory Directors, responsible for an average of 6 schools per Victory Director.

# 4-YEAR UNIVERSITIES



7 Quartermasters | 17 Victory Directors  
1 National Policy | 1 National Operations



## OUR STAFFING NEEDS

OFFICE Exec & Quartermasters

National Victory Director | Operations Director | National Policy Director  
ACC Quartermaster | Big Ten Quartermaster (2) |  
Big 12 Quartermaster | Pac 12 Quartermaster | SEC Quartermaster (2)

# **4-YEAR UNIVERSITIES**

## **IN-FIELD (VICTORY DIRECTORS)**

ACC - Coastal (NC)	Raleigh, NC
ACC - Great Lakes (PA/NY/NJ/MA)	Pittsburgh, PA
ACC - Commonwealth (VA/DC/MD/WV)	Charlottesville, VA
Big 12 - Alamo (West TX)	Austin, TX
Big 12 - Plains (KS/OK)	Wichita, KS
Big 12 - Lonestar (No. TX)	Dallas/Ft. Worth, TX
Big Ten - Buckeye (OH)	Columbus, OH
Big Ten - Motor (MI/IN)	East Lansing, MI
Big Ten - Heartland (IL/WI)	Chicago, IL
Big Ten - Far West (IA/MN/ND/SD/NE)	Iowa City, IA
Pac 12 - Pacific (AZ/So. CA/NV)	Phoenix, AZ
Pac 12 - Northwest (WA/ID/OR/No. CA)	Portland, OR
Pac 12 - Mountain (UT/CO)	Denver, CO
SEC - Sunshine (FL)	Gainesville, FL
SEC - Dixie (SC/GA/AL/MS)	Atlanta, GA
SEC - Bluegrass (KY, TN)	Nashville, TN
SEC - Gulf (East TX, LA, AR, MO)	Houston, TX

# TARGETED RACES [PHASE 2]

## ACC

- George Washington University** - Washington, DC  
**Johns Hopkins University** - Baltimore, Maryland  
**University of Delaware** - Newark, Delaware  
**University of Maryland** - College Park, Maryland  
**George Washington University** - Washington, DC  
**Pennsylvania State University** - University Park, Pennsylvania  
**SUNY - Buffalo** - Buffalo, New York  
**Syracuse University** - Syracuse, New York  
**University of Pittsburgh** - Pittsburgh, Pennsylvania  
**West Virginia University** - Morgantown, West Virginia  
**University of Connecticut** - Storrs, Connecticut  
**University of Massachusetts** - Amherst, Massachusetts  
**Rutgers University** - New Brunswick, New Jersey  
**Temple University** - Philadelphia, Pennsylvania  
**Duke University** - Durham, North Carolina  
**East Carolina University** - Greenville, North Carolina  
**North Carolina State University** - Raleigh, North Carolina  
**University of North Carolina** - Chapel Hill, North Carolina  
**University of North Carolina - Charlotte** - Charlotte, North Carolina  
**Wake Forest University** - Winston-Salem, North Carolina  
**George Mason University** - Fairfax, Virginia  
**James Madison University** - Harrisonburg, Virginia  
**Old Dominion University** - Norfolk, Virginia  
**University of Virginia** - Charlottesville, Virginia  
**Virginia Commonwealth University** - Richmond, Virginia  
**Virginia Tech University** - Blacksburg, Virginia

## BIG TEN

- Indiana University** - Bloomington, Indiana  
**Indiana University - Indianapolis** - Indianapolis, Indiana  
**Notre Dame University** - Notre Dame, Indiana  
**Purdue University** - West Lafayette, Indiana  
**Central Michigan University** - Mt. Pleasant, Michigan  
**Eastern Michigan University** - Ypsilanti, Michigan  
**Grand Valley State University** - Allendale, Michigan  
**Michigan State University** - East Lansing, Michigan  
**University of Michigan** - Ann Arbor, Michigan  
**Wayne State University** - Detroit, Michigan  
**Western Michigan University** - Kalamazoo, Michigan  
**Iowa State University** - Ames, Iowa  
**University of Minnesota** - Minneapolis-St. Paul  
**University of Nebraska** - Lincoln, Nebraska  
**DePaul University** - Chicago, Illinois  
**University of Illinois - Chicago** - Chicago, Illinois  
**University of Wisconsin** - Madison, Wisconsin  
**University of Wisconsin - Milwaukee** - Milwaukee, Wisconsin

## BIG 12

- Baylor University** - Waco, Texas  
**Texas State University** - San Marcos, Texas  
**University of Texas - El Paso** - El Paso, Texas  
**University of Texas** - Austin, Texas  
**University of Texas - San Antonio** - San Antonio, Texas  
**Southern Methodist University** - Dallas, Texas  
**Texas Christian University** - Fort Worth, Texas  
**Texas Tech University** - Lubbock, Texas  
**University of North Texas** - Arlington, Texas  
**University of Texas - Arlington** - Arlington, Texas  
**Wichita State University** - Wichita, Kansas  
**Oklahoma State University** - Stillwater Kansas  
**University of Kansas** - Lawrence, Kansas  
**University of Oklahoma** - Norman, Oklahoma

# FLORIDA

**University of Florida** - Gainesville, Florida  
**University of North Florida** - Jacksonville, Florida  
**Flagler College - St. Augustine** - St. Augustine, Florida  
**Jacksonville University** - Jacksonville, Florida  
**University of West Florida** - Pensacola, Florida  
**Florida State University** - Tallahassee, Florida  
**Florida A&M University** - Tallahassee, Florida  
**University of Central Florida** - Orlando, Florida  
**Embry-Riddle Aeronautical University - Daytona** - Daytona Beach, Florida  
**Bethune-Cookman University** - Daytona Beach, Florida  
**Florida Institute of Technology** - Melbourne, Florida  
**Stetson University** - DeLand, Florida  
**Rollins College** - Winter Park, Florida  
**Florida Atlantic University** - Boca Raton, Florida  
**Nova Southeastern University** - Fort Lauderdale, Florida  
**Palm Beach Atlantic University** - West Palm Beach, Florida  
**Florida International University** - Miami, Florida  
**University of Miami** - Coral Gables, Florida  
**Barry University** - Miami, Florida  
**Florida Gulf Coast University** - Fort Myers, Florida  
**Saint Leo University** - St. Leo, Florida  
**University of Tampa** - Tampa, Florida  
**University of South Florida** - St. Petersburg - St. Petersburg, Florida  
**Southeastern University** - Lakeland, Florida  
**University of South Florida** - Tampa, Florida

# OHIO

**Kent State University** - Kent, Ohio  
**University of Akron** - Akron, Ohio  
**Ashland University** - Ashland, Ohio  
**Bowling Green State University** - Bowling Green, Ohio  
**University of Toledo** - Toledo, Ohio  
**University of Findlay** - Findlay, Ohio  
**Cleveland State University** - Cleveland, Ohio  
**Case Western Reserve University** - Cleveland, Ohio  
**Baldwin Wallace University** - Berea, Ohio  
**John Carroll University** - University Heights, Ohio  
**Oberlin College** - Oberlin, Ohio  
**Youngstown State University** - Youngstown, Ohio  
**University of Cincinnati** - Cincinnati, Ohio  
**Xavier University** - Cincinnati, Ohio  
**University of Cincinnati - Blue Ash** - Blue Ash, Ohio  
**Miami University** - Oxford, Ohio  
**Wright State University** - Dayton, Ohio  
**University of Dayton** - Dayton, Ohio  
**Miami University - Hamilton** - Hamilton, Ohio  
**Cedarville University** - Cedarville, Ohio  
**Ohio University** - Athens, Ohio  
**Ohio State University** - Columbus, Ohio  
**Shawnee State University** - Portsmouth, Ohio  
**Capital University** - Columbus, Ohio  
**Denison University** - Granville, Ohio



# PAC 12

**Colorado State University** - Fort Collins, Colorado  
**University of Colorado** - Boulder, Colorado  
**University of Denver** - Denver, Colorado  
**University of New Mexico** - Albuquerque, New Mexico  
**University of Northern Colorado** - Greeley, Colorado  
**University of Wyoming** - Laramie, Wyoming  
**Arizona State University** - Tempe, Arizona  
**Brigham Young University** - Provo, Utah  
**Grand Canyon University** - Phoenix, Arizona  
**Northern Arizona University** - Flagstaff, Arizona  
**University of Arizona** - Tucson, Arizona  
**University of Utah** - Salt Lake City, Utah  
**Utah State University** - Logan, Utah  
**Utah Valley University** - Provo, Utah  
**Fresno State University** - Fresno, California  
**Sacramento State University** - Sacramento, California  
**San Jose State University** - San Jose, California  
**Stanford University** - Stanford, California  
**University of California** - Berkeley, California  
**University of California - Davis** - Davis, California  
**University of Nevada** - Reno, Nevada  
**Boise State University** - Boise, Idaho  
**Oregon State University** - Corvallis, Oregon  
**Portland State University** - Portland, Oregon  
**University of Oregon** - Eugene, Oregon  
**University of Washington** - Seattle, Washington  
**Washington State University** - Pullman, Washington  
**Cal State - Los Angeles** - Los Angeles, California  
**Cal State - Northridge** - Northridge, California  
**University of Southern California** - Los Angeles, California  
**University of California - Los Angeles** - Los Angeles, California  
**University of California - Santa Barbara** - Santa Barbara, California  
**University of Nevada - Las Vegas** - Las Vegas, Nevada  
**Cal State - Fullerton** - Fullerton, California  
**San Diego State University** - San Diego, California  
**University of California - Irvine** - Irvine, California  
**University of California - Riverside** - Riverside, California  
**University of California - San Diego** - San Diego, California

# SEC

**Auburn University** - Auburn, Florida  
**Mississippi State University** - Starkville, Mississippi  
**University of Alabama** - Tuscaloosa, Alabama  
**Clemson University** - Clemson, South Carolina  
**Georgia Institute of Technology** - Atlanta, Georgia  
**Georgia State University** - Atlanta, Georgia  
**Kennesaw State University** - Kennesaw, Georgia  
**University of Georgia** - Athens, Georgia  
**University of South Carolina** - Columbia, South Carolina  
**Middle Tennessee State University** - Murfreesboro, Tennessee  
**University of Kentucky** - Lexington, Kentucky  
**University of Tennessee** - Knoxville, Tennessee  
**Vanderbilt University** - Nashville, Tennessee  
**Louisiana State University** - Baton Rouge, Louisiana  
**Texas A&M** - College Station, Texas  
**Tulane University** - New Orleans, Louisiana  
**University of Arkansas** - Fayetteville, Arkansas  
**University of Houston** - Houston, Texas  
**University of Missouri** - Columbia, Missouri



# **NEW LEADERSHIP EDUCATION AND POLICY IMPLEMENTATION**

- 
- 1** **Forensic Audit** of all student tuition and fees budgets and **online transparency** of student fees, tuition and spending. This will go hand-in-hand with promoting differential tuition and fee structures for more free market solutions and accountability.
  - 2** **Defund progressive 501(c)3 and (c)4 organizations** that claim official “Student Association” title or under “PIRG” and receive automatic dues funding through tuition and fees.
  - 3** Implement our national strategy for **Free Speech Policy** at all campuses across the U.S.
  - 4** **Block all Boycott, Divestment and Sanctions (BDS) Groups** and Student Legislation and start Pro-America, Pro-Israel and Free Market week-long events on campus.
  - 5** Cut student spending on frivolous items by **ending baseline budgeting practices**, **implementing “sunset clauses”** on funding measures and **demanding opt-outs** for student services and student fees.
  - 6** Develop our own **national speaker’s circuit** and tour and forums using student resources to message American Exceptionalism and Free Market ideals on campus.





## WHAT HAPPENS WHEN WE WIN

In Colorado, we followed this fundamental leadership strategy. By running popular, Greek candidates that align with our values and secure the greek vote, we built an infrastructure of conservative, pro-free speech students who were able to get on the ear of Regents and local legislators in order to fundamentally shift the on-campus free speech policies.

Winning the majority of Senate seats and all of the executive cabinet allowed for the first Pro-Free Speech resolution to be passed. After months of lobbying administration (who opposed stopping free speech zones,) ultimately a bill to be drafted and dropped for a statewide law that prevents “free-speech zones” from being implemented on any Colorado public university campus.

# **RESOLUTION PASSED BY CU - BOULDER STUDENT SENATE**

**Resolution Status: PASSED**



**Student Government  
UNIVERSITY OF COLORADO BOULDER**

**University of Colorado Student Government  
Legislative Council**

**08 July 2016**

**85LCR 02 — In Support of Free Speech on Campus**

**Sponsored by:**

Marcus Fotenos  
Colton Lyons  
Madalena DeAndrea  
Alec Havey  
Josh Cunningham  
Harrison Leeds  
Mazhar Ali  
Quyncc Johnson  
Anna Todd  
Jason Evans  
Madeline Tyrell  
Gabriel Elbert  
Christopher Kohl  
Emily Starr  
Niklaus Levy  
Joshuah Melnick  
Alexia Gowing  
Kyla Vonesh

President of External Affairs  
President of Student Affairs  
President of Internal Affairs  
Representative-at-Large  
Representative-at-Large  
Representative-at-Large  
Representative-at-Large  
Representative-at-Large  
Arts & Science Co-Senator  
Arts & Science Co-Senator  
CMCI Senator  
Parliamentarian  
Student-at-Large  
Student-at-Large  
Student-at-Large  
Student-at-Large  
Student-at-Large  
Student-at-Large  
Student-at-Large

**Authored by:**

Marcus Fotenos

President of External Affairs



**Marcus Fotenos** - Outgoing Student Body President at CU Boulder was able to immediately pass a Free Speech Resolution which culminated into a Bill that was signed by Gov Hickenlooper (D - Colorado) which eliminates all 'Free Speech Zones' which limited where students could exercise their 1st amendment rights across the State of Colorado. Marcus is now on our staff and helping to implement same policies in 5 other states.

**HR BILL PASSED BY THE COLORADO HOUSE OF  
REPRESENTATIVES AND SIGNED INTO LAW BY COLORADO  
GOVERNOR HICKENLOOPER**



SENATE BILL 17-062

BY SENATOR(S) Neville T., Baumgardner, Cooke, Crowder, Grantham, Holbert, Jahn, Lundberg, Marble, Priola, Scott, Sonnenberg, Tate, Gardner, Hill, Kefalas, Lambert, Martinez Humenik, Smallwood; also REPRESENTATIVE(S) Humphrey and Bridges, Catlin, Everett, Leonard, Lundeen, Neville P., Saine, Van Winkle, Williams D., Wilson, Arndt, Becker J., Beckman, Buck, Buckner, Carver, Coleman, Covarrubias, Danielson, Esgar, Exum, Garnett, Ginal, Hamner, Hansen, Herod, Hooton, Kennedy, Kraft-Tharp, Landgraf, Lawrence, Lebsack, Lee, Lewis, Liston, Lontine, McKean, McLachlan, Melton, Michaelson Jenet, Mitsch Bush, Navarro, Nordberg, Pettersen, Rankin, Ransom, Rosenthal, Singer, Weissman, Willett, Winter, Wist, Young, Duran.

CONCERNING THE RIGHT TO FREE SPEECH ON CAMPUSES OF PUBLIC  
INSTITUTIONS OF HIGHER EDUCATION.

*Be it enacted by the General Assembly of the State of Colorado:*

SECTION 1. In Colorado Revised Statutes, add 23-5-144 as follows:

**23-5-144. Students' right to speak in a public forum - legislative declaration - definitions - violations - court actions - free speech zones.**  
(1) (a) THE FIRST AMENDMENT OF THE UNITED STATES CONSTITUTION AND

Capital letters indicate new material added to existing statutes; dashes through words indicate deletions from existing statutes and such material not part of act.

# **WHAT HAPPENS WHEN WE WIN**

## **BDS POLICY CHANGE CASE STUDY**

In Arizona, we followed this fundamental leadership strategy. By running popular, Greek candidates that align with our values in 2012 and 2013, we built an infrastructure of conservative, pro-Israel, pro-free market students who were able to get on the Board of Regents and win in every student government race possible. Arizona was like California and many other states that had been infiltrated by SJP and anti-American, anti-Israel policy activists who controlled and influenced Student Government vis-a-vis non-profits like the “Arizona Student Association” (a 501c3) for years.

The systematic winning of these seats and consistent challenging of the progressive Student Association structure resulted in winning every seat in 2014 and a fundamental reversal and transformation of student policy initiatives. This required full-time support and strategy as outlined in CVP to accomplish.



# CAMPUS VICTORY FINANCING [PHASE 2]

**122 Targeted 4-Year Division I Universities**

NEEDS TO WIN	NUMBER	COST	ANNUAL PROJECTION
OFFICE	1	\$5,000/mo	<b>\$60,000</b>
QUARTERMASTERS	7	\$50,000	<b>\$350,000</b>
VICTORY DIRECTORS	17	\$55,000	<b>\$935,000</b>
NATIONAL POLICY DEPUTY	1	\$60,000	<b>\$60,000</b>
NATIONAL OPERATIONS DEPUTY	1	\$60,000	<b>\$60,000</b>
CAMPUS LEADERSHIP SUMMIT	1	\$70,000	<b>\$70,000</b>
CAMPAIGN FINANCE, TRAVEL (PER RACE)	122	\$5,500	<b>\$671,000</b>
<b>TOTAL</b>			<b>\$2,206,000</b>

